

ABSTRACT OF THE DISCLOSURE

In a method of interactive advertising for the Internet, a banner is displayed in an ad space of a Web page. The banner allows a user to make a purchase
5 transaction or a view an inventory of goods and services, with descriptions, all without leaving the Web page. The user transaction takes place through the banner, and therefore there is no need for the user to leave the Web page in order to make a purchase. The ad space and
10 program according to the invention provide a customized appearance that closely resembles the branding of the advertiser. Data gathering is provided for by way of the user interaction with the ad space, and databases of information may be accumulated for the sake of consumer
15 profiles, follow on marketing, statistical analysis, and other tracking.